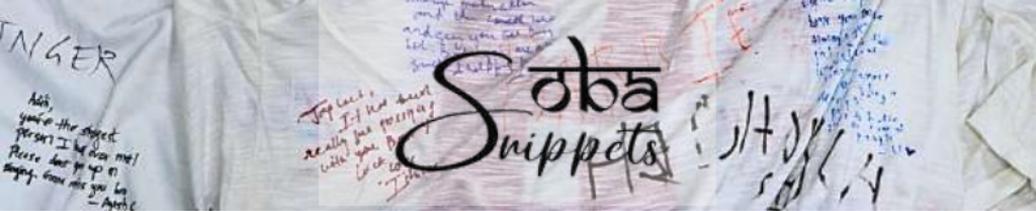


FAREWELL CLASS OF 2023



APRIL 2023
EDITION



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DHRUV, ADITYA



SOBA STARTUPS

UJJWAL THAKUR
ADITYA KUMAR



DR. ANIRRBAN GHOSH

From Navigating Brands to Nurturing Students

An advertising maverick turned academician with more than 30 years of professional and academic experience, Dr. Anirrban Ghosh has taken office as the new Associate Dean of School of Branding and Advertising. Besides having cross-category experience from navigating brands for leading Indian and Global corporations, his areas of interest include Brand Strategy, Global Branding, Marketing Communications, Creativity & Innovation, New Age Advertising and Digital Marketing Strategy.

Having ventured into academics 17 years back, he found his love for the profession through his students. He loves being around his students as he believes that they learn from each other. He goes on to add, "I also find the academic field intellectually stimulating as I get the opportunity to engage in research, explore new ideas and learn new things. Academics often have a great deal of autonomy in its work which allows me to pursue my research interests and teaching styles."

As the Associate Dean he aims to prioritize his students' success, ensuring that the curriculum is rigorous and industry relevant, and that students are provided with opportunities for internships, experiential learning, and other forms of professional development. "Prioritising to create an inclusive and diverse environment, promoting equity, diversity, and inclusion would be foremost for me."

He expects the students at SoBA to maintain a high level of professionalism, dedication to learning, engagement in the school community, participation in events, clubs and organizations, and contribution to the overall atmosphere of the school. Quality academic performance, creativity, imagination and communication skills form an integral part of a SoBA student. He also adds that students should have an interest and passion for subject matter of Branding and Advertising, as it would help them to develop a better understanding of the industry's trends, challenges and opportunities, and would be more motivated and engaged in assignments and projects.

Lastly, sharing with us his views on the biggest challenges facing the academic professions today, he said "It is the rapid pace of technological change and the resulting disruptions to traditional academic models. With the rise of online learning platforms, artificial intelligence, and other technological advancements, the ways in which students learn and access knowledge are changing rapidly. This has implications for academic professions such as teaching, research, and administration."

- Anjali Singh



SCRIBBLE DAY

Parting words and heartfelt scribbles: SoBA students bid adieu in style on 'Scribble Day'

The graduating batch of SoBA bid farewell to each other with Scribble Day, held at SoBA Snippets on Thursday, the 27th of April. It was a day filled with nostalgia, tears, and final goodbyes as students took time to celebrate their friendship and memories.

The event was organized by SoBA Snippets with Prisha Sharma at the helm. The day began with a formal photoshoot where the students arrived dressed in red, black, and white formals, adding to the beauty of the occasion. They met outside Gate 2 of the Bhanuben college staircase, and the photographers captured the memories of the students before they headed to the event venue.

The event was held indoors, and it was a lively atmosphere with the students sitting together in small groups with pens and markers, writing messages on each other's clothes. The atmosphere was electric with laughter, music, and the sound of students scrambling to sign each other's shirts for memories.

It was a day of mixed emotions as the students realized that it was their last chance to be together. They took the opportunity to express their gratitude and shared fond memories of their time at SoBA. Some wrote emotional messages, while others took a humorous approach. It was a beautiful display of how close-knit the batch was and the love they had for each other.

The Scribble Day was a great success and will be remembered for years to come by the SoBA Graduating Batch of 2023. It was a day of celebration, friendship, and memories that they will cherish forever.

-Prisha Sharma

Soba Snippets



BEST PARTY



Saba Snippets



one 2 diff people

♡

RIVAYA



ANANT SHARMA

AND



NIKITA CHOPRA

SoBA is gearing up to host its first-ever fest, Rivaya X Rudra, in October 2023. SoBA Snippets, further caught up with the two chairs of Rivaya, Anant and Nikita, to enquire further about their vision for the fest.

SS: What inspired you to organize this fest?

Anant: Organizing this fest was inspired by a desire to leave a lasting impact on this college and create something new and exciting for my peers. By hosting a fest that has never been done before, we will be able to provide an opportunity for juniors to have something to look forward to each year. It was important to create an event that was not only entertaining but also a platform for students to hone their managerial skills by being a part of the organizing committee. Through this fest, we hope to bring together not just different talents but also different perspectives of the participating students. Overall, the inspiration to organize this fest came from a desire to contribute positively to my college community and provide an enriching experience for all parties involved, and leaving behind a legacy in the process.

SS: Can you provide an overview of the events and activities that will be taking place during the fest, and which are you most excited about?

Anant: The fest will feature events from all genres, including business events, performing arts, literary events, and, of course, our very own flagship branding and advertising events. Apart from this, Rudra will be organizing games and sports events alongside us.

RIVAYA

SS: What is your vision for the fest?

Nikita: Picture a peaceful and tranquil river, yet teeming with vibrant and energetic life both inside and around it, much like the river in the story of Mogli. Our goal is to capture this serene yet thrilling atmosphere in our events and activities.

Anant: The vision of the fest in my head is for it to be positioned in such a way that students from other colleges view it for more than just being a competitive platform. These participating students should not be stressed or agitated but feel welcomed and wanted after all, it's them we're hosting. Affable, serene yet vibrant, reckless but in a daring not irrational sense, these are few of the things I think about while discussing a vision.

SS: If you had to describe Rivaya in one word, what would it be, and why?

Nikita: The only word that comes into my mind is 'hatke' because that's what it is.

Anant: The one word that comes to my mind is "Iconic" because that is what our fest is going to be.

UJJWAL THAKUR

Ujjwal Thakur talks about entrepreneurship, obtaining funding, and his newest entrepreneurial venture with NITI Aayog.

Passionate about entrepreneurship from a young age, Ujjwal Thakur (TYB), has launched several start-ups in recent years. His latest accomplishment has been acquiring funding for a startup that he will develop in collaboration with the NMIMS Entrepreneurship Cell and NITI Aayog. SoBA Snippets further caught up with Ujjwal to inquire more about his entrepreneurial journey.

SS: What is your startup about? Where did you get the idea from?

Ujjwal: So, I have had a few startups in the recent years. My first startup, Kicksking, is a marketplace for high brand limited sneakers and streetwear where through Instagram, the sellers connect with our buyers and sell them the pair they want. It began when I wanted to get rid of some of my old pairs during Covid, which proved to be quite fruitful for me as I made some money through it. That is when I realized I could turn my passion into a business. Another start-up I am working on is one called 'Play Along'. It is under the wraps currently so I can't tell you much about it, but I can reveal that it is a social media platform for like minded individuals who want to connect to play sports and esports together. I got this idea while working on my entrepreneurship project in my first year.

SS: How would you describe the process of acquiring funding from VCs for your startup?

Ujjwal: The process of obtaining funds from the VCs was very organic. It wasn't really planned. Getting a hold of a VC isn't that hard, there are plenty of investors in Mumbai who are willing to invest in you but what you need is someone who aligns their vision with you and isn't just looking for an exit. I met my investor in my apartment building. He's my neighbor and is probably 20-30 years older than me. We had a talk about startup culture in India and investments, one thing led to another and I pitched my idea to him and got a seed funding.

SS: What would you say the biggest challenge has been in your journey so far?

Ujjwal: However cliché it may sound, every day is a challenge. You learn and grow everyday. From my venture I have learned a great degree on how to interact with customers, do client servicing, challenges in logistics, financing daily operational challenges etc. The biggest challenge is taking the first step. Not making others but yourself believe what you are capable of is crucial and once you do that everything else is just a learning experience.





 : [kicksking.in](https://www.instagram.com/kicksking.in)



Prototype Image

SS: Do you feel SOBA has helped contribute to your entrepreneurial journey?

Ujjwal: Certainly! SoBA has helped me contribute immensely to my entrepreneurial journey. Getting to meet such ambitious people, getting taught by such an amazing faculty, taking part in events and competitions has added a lot to my business sense and entrepreneurial journey. Even now, being given the opportunity to learn from the incubation center is all thanks to my college.

SS: How do you feel now that you're graduating?

Ujjwal: I'll be lying if I said I'm not emotional, it is quite surprising how time flies by so fast. Though I only got to enjoy 3 semesters offline, I'll cherish every moment for the rest of my life. Now that college is getting over, I am excited to see what real adulthood life has to offer.

SS: How do you feel about working with NMIMS and Niti Aayog after college?

Ujjwal: I can't put my feelings into a single word but it is definitely an intriguing feeling as I love to learn and this opportunity will hopefully help me in meeting like minded entrepreneurs and investors. I think it will be a great learning experience for me.

SS: Do you have any advice for other young entrepreneurs?

Ujjwal: All I can say is to take a leap of faith. Only start up when you are fully convinced and never be disheartened because shortcomings are inevitable. Even if you fail, fail fast and fail cheap as money will come around if you deliver the value that you promise.

-Dhwani Venkateshwaran

ADITYA KUMAR

Budding YouTuber speaks on Finding Inspiration, Creating Content, and Building an Audience

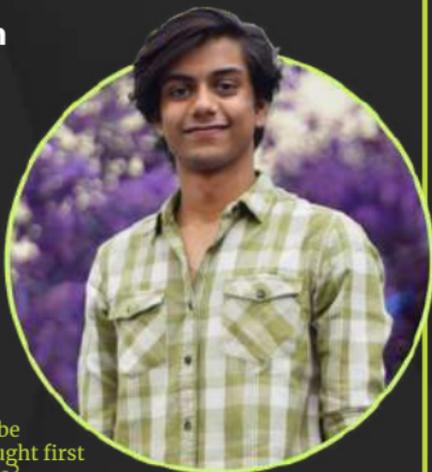
In April, this storytelling enthusiast began creating anecdotal content online to connect with a specific audience. Through his carefully crafted stories, he aims to engage and leave a lasting impression. Here's a look at his journey so far.

What was the idea behind you starting a YouTube channel? What inspired you? When did the thought first occur to you and how has the journey been since?

Since a very young age, I have been interested in things like photography, video editing, design, etc. I used to work on videos and design projects in school, just because I enjoyed doing that. I used to shoot music videos for my friend's band and I used to make after-movies for random events. At the time I didn't realize it, but I was cultivating and developing my skills through the various projects I undertook. Visual storytelling became my creative outlet. Through the designs and the videos that I made, I found a way to express myself. This naturally led to me wanting to create content for other people to watch. I always thought of doing it, but I never actually had the clarity about what I wanted to create. This uncertainty paralyzed me, until very recently, when I realized that I would never actually know 100% what I want to create, until I actually start creating and start exploring, so I took a leap of faith and started with whatever I could with the goal of trying out different things and different formats and constantly reinventing myself, with the hopes of acquiring an audience along the way :))

How do you go about coming up with an idea for your channel? Is it spontaneous and instant? Is it intricately planned? What's your process of creation?

STo be honest, i don't really have a particular process or workflow for my content at this point. Watching a lot of YouTube over the years made me develop an intuitive understanding of what "good content" is. I film myself and my life for a couple of days which gives me a lot of footage. From the days worth of footage that I have, I sort out the best moments which I think will be interesting to watch for other people. I then choose a music track that I like and edit all the sorted footage



to it. It is really simple actually. This has been my workflow so far. But I also try to plan some stuff. Like in my "Reality of College" video, I planned and shot the intro in a cinematic way. Again, it's about experimenting and figuring out what works for me and what I'd like to create. But essentially, it's just about capturing interesting and engaging moments from my life and piecing them together in a way that is entertaining and unique in my own way.



Being a Branding and advertising student, how do you go about promoting your videos and building an audience for your channel?

Studying Branding and Advertising has helped me understand a lot of things that professionals use to hook and engage their viewers. Like starting off your videos, with a hook,

keeping things real for an emotional connect, and using the brand personality model to give your brand a particular look and feel that differentiates you and helps the audience recognize and identify your brand easily. This course has also taught me about occupying mind-share and its importance. With everything that I have learned about branding so far, I try to apply it to my channel to make it look and feel more professional and intentional with the editing choices. This also helps me promote my content on social media because it stands out and catches attention on its own, all I have to do is make it visible to other people through my IG account. Plus huge shoutout to my friends who share all my videos and help me reach more people :))

What are your future plans for your vlog, and where do you see yourself taking your channel in the next few years?

I do not really know for sure where my channel might be headed in the next few years. All I can say for sure is, I plan on staying consistent and delivering good content and I hope my efforts will take me to where I want to be.

Find Aditya on YouTube at :

https://www.youtube.com/channel/UCK9kw8tuxgPSd3sND8OB_rQ



-Urmi Taksal

REVAMPING FURLENCO

A Positive Step Towards Innovation and Environmental Responsibility

Furlenco is a newly rebranded furniture rental company situated in India. The purpose of this activity was to rebrand the organisation as one that values innovation and modernity. In this piece, we'll investigate the significance of Furlenco's new rebranding for the business and its clientele.

The logo is the most prominent part of Furlenco's new brand identity. The previous logo for the corporation was a somewhat plain and unremarkable design. In contrast, the new logo is a striking and memorable design that incorporates a unique "F" form. The introduction of this new logo positions Furlenco as an innovative, future-focused company.



Old logo



New logo

Furlenco's website and promotional materials have also been revamped to reflect the company's new branding. The new website for the firm is a model of contemporary elegance and use. A blog, user reviews, and live chat are just some of the additional services available on the site. These additions make it simpler for clients to get in touch with the business and get the information they need, leading to a more positive and productive experience overall.



FURLENCO

A Different Furniture Company

Old logo

FURLENCO

New logo



The commitment to environmental responsibility is a key part of Furlenco's new identity. The new logo represents the company's ongoing efforts to lessen its negative effects on the environment. Furlenco's new website makes a point of showcasing the company's dedication to sustainability, including its use of sustainable materials and its recycling initiatives. Customers, who are becoming more cognizant of the ecological effects of their spending habits, would like hearing this message.

The rebranding effort by Furlenco is a positive development for the business as a whole. The new logo not only showcases Furlenco's dedication to environmental responsibility, but also serves to position the company as a cutting-edge innovator. Customers looking for trendy and ethical furniture rental services will appreciate these modifications. With its new brand identity, Furlenco will be able to better interact with its clients and stand out in an increasingly competitive industry.

- Lakshya Kohli & Harshil Bansal



DISCOVERING KITAAB KHANA

A Literary Journey with **All Booked**

All Booked is a book club that has established itself as a hub for literary enthusiasts in our college. We are known for our engaging discussions on books and our fun-filled adventures. In 2023, our club had an unforgettable experience by visiting Kitaab Khana, India's most beautiful bookstore, located in Churchgate.

Our journey to Kitaab Khana was filled with excitement as we travelled through the train to reach the bookstore. Upon arriving, we were mesmerized by the store's old-world charm. We spent the day exploring the store, discussing books, creating content for social media, and connecting with people based on our shared love for literature.

The Subko cafe inside the bookstore was the perfect spot for us to relax and enjoy some delicious croissants while discussing our favourite books. We were amazed by the vast array of books across various genres available at Kitaab Khana, and we got to know each other's tastes in literature.

All Booked is an exceptional book club that offers a platform for like-minded individuals to come together, share their thoughts on literature, and expand their literary horizons. Our visit to Kitaab Khana was a remarkable experience, and we had insightful takes on various genres of books. It was an incredible day that we will always cherish.



FROM PANIC TO POISE

Managing Exam Anxiety like a Pro

Final exams are a stressful time for students for a variety of reasons, including late-night studying, last-minute cramming, and loss of sleep. In some cases, the outcome of a single test may feel like it determines the rest of the semester, making final exam week exceedingly busy and stressful. Despite the stress, it's important to remain calm and focused during exams.

Feeling the pressure of exams looming over you? Don't worry, it's completely normal! Nearly every student experiences this at some point in their academic career. However, it's crucial to manage your stress levels effectively so that you can perform your best during exams. Here are some tips to help you de-stress during this crucial time:

- Time management is key. Create a timetable and stick to it, prioritizing important topics and allocating more time to them. Remember to include breaks and some "me-time" as well.
- Sleep and exercise are essential. Don't compromise on sleep, as it's necessary for your mind to rejuvenate. Ensure that you get at least eight hours of sleep every night. Exercise can increase your concentration and help you retain what you've learned.
- Eat healthily. Avoid fatty foods and sugary drinks, as they can make you lethargic and affect your concentration. Opt for healthier options that will keep you energized for longer.
- Don't panic. If you feel yourself starting to panic, practice mindfulness. Take deep breaths and remind yourself that panicking won't help.
- Hide distractions. Lock away your smartphone or give it to your parents to avoid social media distractions.
- Ask for help. Seek out people who can help you learn, such as your teachers, friends, or family. Don't be afraid to ask for help.
- Take a break! It's essential to take a break from studying to give your brain a rest. Go for a walk, talk to a friend, or listen to music.



MAXIMIZING YOUR INTERNSHIP

TIPS FOR SUCCESS

With summer break in sight, I'm sure most of us are pumped to begin our internships. Internships are an excellent way for students and recent graduates to gain valuable experience and skills in their chosen field. However, to make the most out of an internship, it is essential to keep a few things in mind. In this article, we will discuss the importance of internships and some tips on how to make the most out of them.

Firstly, it is crucial to always ask for help. Interns are not expected to know everything, and it is okay to ask questions. Asking for help shows that you are willing to learn and are interested in improving your skills. It also shows that you are proactive and not afraid to seek assistance when needed. Asking for help can also help you develop a professional relationship with your colleagues, which can be beneficial in the long run.

Secondly, if you feel stuck, make sure you're heard and make it everyone's problem. Internships are an opportunity to learn, but they can also be challenging. If you feel stuck or are not sure how to proceed with a project, it is essential to speak up. Make sure you communicate your concerns with your supervisor or colleagues. Remember, the purpose of the internship is to learn and grow, and if you are not making progress, it is not just your problem, but everyone's problem.



Thirdly, to gain maximum out of an internship, do the dreadful work of an employee who is in a business-critical role (usually your boss) and in return, gain more FaceTime with him/her and learn their success mantra. While internships can be exciting, they can also involve tedious and mundane tasks. However, it is essential to take on any task assigned to you, no matter how boring or insignificant it may seem. By doing so, you can demonstrate your work ethic and willingness to contribute to the team. Additionally, taking on more challenging tasks can provide you with more opportunities to work directly with your boss, which can be beneficial in building a professional relationship.



Lastly, find pain points. When working on a project, it is essential to identify any pain points and work towards addressing them. Pain points are areas where the team may be struggling or facing challenges. By identifying these areas and developing solutions, you can demonstrate your problem-solving skills and add value to the team.

In conclusion, internships are a valuable opportunity for students and recent graduates to gain experience and skills in their desired field. To make the most out of an internship, it is essential to ask for help, speak up when needed, take on any task assigned to you, and find pain points. By doing so, you can demonstrate your work ethic, build professional relationships, and gain valuable experience that can help you succeed in your future career. Remember, internships are an opportunity to learn and grow, so make the most out of them!

-Arnav Deshmukh

AI: The future of work is both Disruptive and Productive?

With all the ongoing buzz about artificial intelligence (AI), have you ever wondered what the future of work will look like? Will robots and AI take over all our jobs, leaving us unemployed? Or will AI create new opportunities and usher in a new era of prosperity?

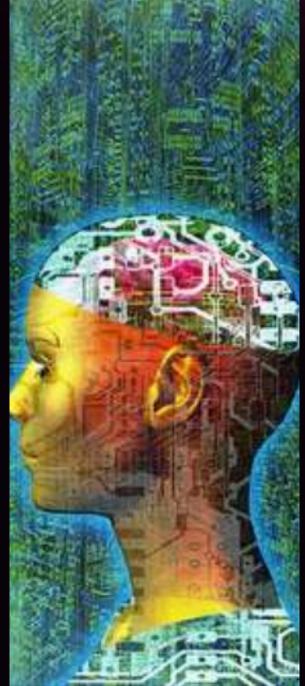
Well, let me tell you, the truth is that the future of work in the age of AI is full of both, challenges and endless possibilities. While AI will certainly disrupt the job market and replace some jobs, it will also create new ones. The key to thriving in this new era is to embrace change and adapt to new technologies.

One example of AI technology that has the potential to impact jobs is generative AI. Generative AI systems fall under the broad category of machine learning and allow computers to generate all sorts of new and exciting content, from music and art to entire virtual worlds. Some examples of generative AI technology include ChatGPT, a conversational AI developed by OpenAI that can chat with users, answer follow-up questions, and challenge incorrect assumptions; DALL-E, an AI system developed by OpenAI that can generate images from textual descriptions; and GPT-3, an AI language model developed by OpenAI that can generate human-like text.

This technology could potentially replace jobs in fields such as advertising copywriting or content creation. However, it could also impact other fields such as music composition or graphic design. For example, generative AI could be used to create original music or design logos.

It is important to note that while AI will replace some jobs, it will also create new ones. Demand for workers in fields such as robotics and software engineering is expected to rise thanks to AI. Additionally, AI is likely to create new jobs in fields that do not yet exist.

But the possibilities don't end there. With the rise of AI, we may see a shift towards a more creative and fulfilling work culture. As machines take over routine tasks, humans may be freed up to focus on more creative and fulfilling work. We may see a rise in entrepreneurship as people use AI to start their own businesses. We may even see a shift towards a shorter workweek as machines take over more tasks.



In the end, the age of AI reminds us that change is constant and inevitable. It challenges us to adapt, evolve, and embrace new opportunities. So, let us not fear the unknown, but rather, let us welcome it with open arms and a sense of wonder. For it is through change that we grow, and it is through adaptation that we thrive.

-Tanya Agrawal

PRISHA SHARMA

CLUB HEAD

My journey with SoBA Snippets has been nothing short of transformative, from starting as a designer for the newsletter to eventually taking over the leadership role. Being an integral part of the club for over a year, I have gained invaluable skills that have helped me evolve into the best version of myself at college.

Throughout my journey, Arnav has been my unwavering support, and I couldn't have done it without him. He has stood by me during the tedious compiling, approvals, and editing processes of the last 9 editions. Having witnessed the growth of the club alongside me, I am incredibly grateful to have shared this journey with him. As we lead a team of over 15 individuals, his constant support has been crucial in creating a successful and thriving community.

My experience at Snippets has allowed me to refine my storytelling abilities and develop my confidence to network with like-minded individuals. Arnav and I have built a community for those interested in writing, designing, and photography, providing them with a platform to express themselves and connect with others.

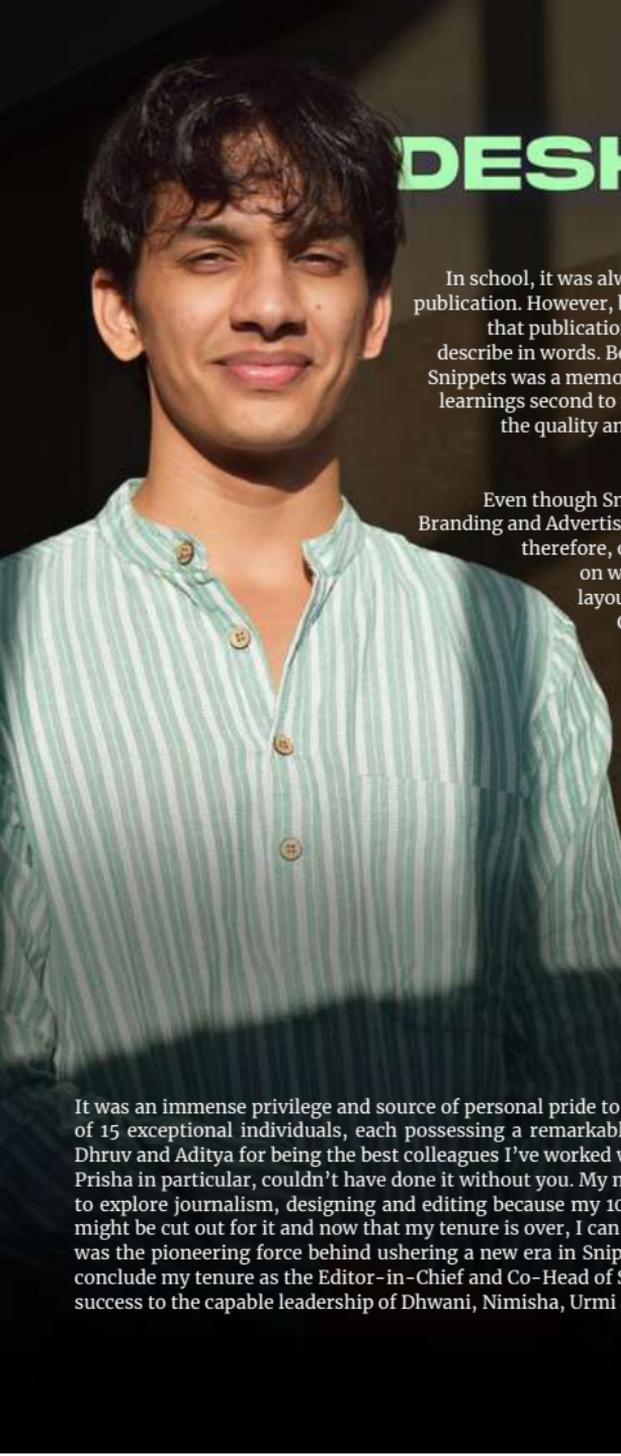
Through Snippets, I have gained new perspectives and insights into the journeys of students, professors, and professionals. Sharing their stories has been an honor, creating a space for others to do the same.

Juggling the monthly deadlines and time constraints has taught me the importance of rigor and built my work ethic. These invaluable skills will undoubtedly serve me well in my future endeavors. As I bid farewell to the club, I wish the incoming heads the best and hope to continue exploring opportunities in this field.

Being part of this community has been a privilege, and I am proud to have contributed to its growth. I couldn't have done it without the constant support from my co-head, Arnav, and my team of talented HoDs, Aditya Kumar and Dhruv Dangwal.

As I embark on my next journey, I am excited to see where my passion for storytelling takes me. I am eager to see what the incoming heads, Dhvani and Nimisha, along with their HoDs, Richa and Urmi, will bring to the table.





ARNAV DESHMUKH

CLUB HEAD

In school, it was always a privilege to be featured in a school publication. However, being the individual in charge of running that publication in college was a feeling that I still can't describe in words. Being the Co-Head and Editor-in-Chief of Snippets was a memorable experience. I gathered wisdom and learnings second to none. There's a gargantuan difference in the quality and efficiency of my work before and after inculcating my learnings from Snippets.

Even though Snippets is a newsletter, we, as students of Branding and Advertising wanted to have creative freedom and therefore, one of the first ideas Prisha and I decided on was to give Snippets a more magazine like layout. I introduced pages like SoBA Startups, Clubs x Snippets and organised The Print F(Ad). While my focus was primarily on generating fresh ideas to include in our newsletter, Prisha had a knack for coming up with immaculate ideas such as organising events and featuring as many students in Snippets as possible to ensure that Snippets remained at the forefront of every SoBA student's mind.

I still remember when Prisha asked me to help her out with Snippets, I think I was one of the only students aware about it but now that my journey has come to an end I can confidently say that if you ask a random SoBA student, "Do you know SoBA Snippets?" every one of them will say, "Yes, we know SoBA Snippets."

It was an immense privilege and source of personal pride to have had the opportunity to lead a team of 15 exceptional individuals, each possessing a remarkable set of talents. I'm grateful to Prisha, Dhruv and Aditya for being the best colleagues I've worked with. I would like to extend my thanks to Prisha in particular, couldn't have done it without you. My main motive behind joining Snippets was to explore journalism, designing and editing because my 10th grade English teacher insisted that I might be cut out for it and now that my tenure is over, I can proudly apprise Miss Susan Philip that I was the pioneering force behind ushering a new era in Snippets. With that, I would like to formally conclude my tenure as the Editor-in-Chief and Co-Head of SoBA Snippets, and entrust its continued success to the capable leadership of Dhvani, Nimisha, Urmi and Richa.

DHRUV DANGWAL

HOD REPORTING

As I sit down to pen my final farewell message for the college newsletter, it brings back a wave of emotions and memories that I have shared with my team of SoBA Snippets. It has been an incredible journey, one that I shall always cherish and look back upon with pride and fondness.

I still remember the time when I got my first gig as the potential HoD of reporting for SoBA Snippets through being an on-ground reporter for the orientation of the incoming first years. Looking back at where I as an individual have come due to SoBA snippets, all I can say is that it has been a hell of a journey, full of treacherously long hours of work, creative brainstorming and a drive to turn this club from being the overlooked nerd club to something worth the title it holds, "The oldest club of SOBA". And today, after nine successful editions, we have come a long way, earning recognition from all over the college and the dean himself.

This journey wouldn't have been possible without the support and hard work of my team members, especially the two club heads, Prisha and Arnav. Their dedication and commitment to the cause have been an inspiration for all of us. I would like to express my heartfelt gratitude to them for being an integral part of this journey and for making it a success.

Furthermore, I would also like to acknowledge the contribution of our HoD of Design, Aditya Kumar, who has been a constant support in bringing life to our newsletters with his creative designs and layouts. His input has been invaluable, and we owe him a great deal for his contributions.

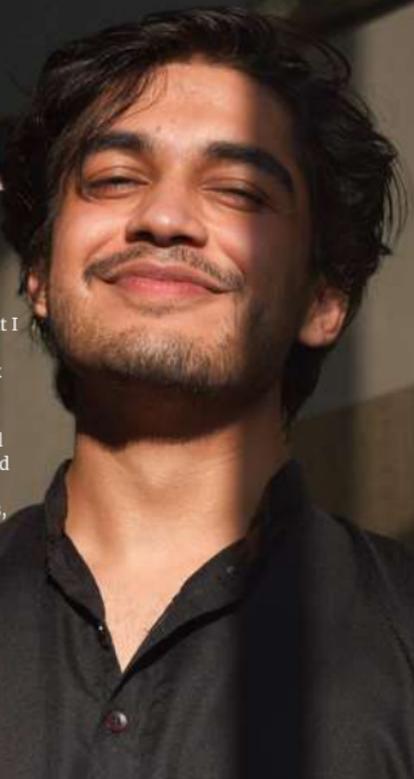
As a team, we have worked tirelessly to bring out some of the best editions of the newsletter, covering various events that were held throughout the year. Some highlights include our coverage of Woman's Day and the third year's farewell, which were celebrated with great enthusiasm and fervor.

Looking back, I am confident that the long hours we put in, the brainstorming sessions, and the late-night editing have all been worth it.

As I bid adieu to my role as the HoD of Reporting, I would like to take this opportunity to thank each and every one of my team members for their contribution, dedication, and support. You have all been an integral part of this journey, and it has been an honour to work with such a passionate and hardworking team.

In conclusion, I would like to say that this journey has been more than just about putting out a newsletter. It has been about creating memories, building relationships, and showcasing the importance of teamwork. SoBA Snippets has been a platform that has allowed us to do all of that and more, and I am grateful to have been a part of it.

Thank you once again to Prisha, Arnav, Aditya, and the entire SoBA Snippets team for making this journey an unforgettable one. Wishing you all the best in your future endeavours.



ADITYA KUMAR

HOD DESIGN

"Do you wanna head design at SoBA snippets?"

I was surprised. I remember Dhruv asking me if I wanted to join the team of the oldest club of SoBA, as the design head. It was too good of an opportunity for me to let go, so as any smart person would do, I said yes. I had no idea what the next few months would be like for me with this new responsibility.

But now looking back, I can confidently say that it couldn't have been any better. Joining Snippets was the best decision I could've taken as an aspiring designer and visual storyteller.

Immediately after joining, I was under the leadership of our club heads, Prisha and Arnav. I knew them as fun, outgoing and carefree friends. Through Snippets, I discovered a different side of them. A sharp, dedicated, and focused side, under the influence of which, I picked up some of these virtues from them.

Sincere and dedicated in their work, Prisha and Arnav set examples, not just for me, but for all other club members, including the newly appointed heads, who are following their footsteps.

The various editions that we put out were fun but at the same time, challenging for all of us to work on. For every edition, I was tasked with designing a cover page that encompasses the theme, looks aesthetic, and is compelling enough to spark people's interest. For me, every cover was an art piece. Repeating this process every single month enabled me to strengthen my intuition and make better and quicker decisions when it came to design of any sort. This was also a collaborative exercise for the entire team, where we brainstormed together, which was always a very fulfilling experience.

More than all of this, my experience at SoBA Snippets was about the incredibly smart and talented people that I got to work with. Everyone in the team had something very important to bring to the table, and to be able to connect with these individuals on a personal level is something I'll always be grateful for. Arnav's creativity, Prisha's work ethic and Dhruv's wit have had a great impact on me. I am forever grateful for my journey at snippets and I'll always look back upon it fondly. I am excited to see how the new heads Dhvani, Nimisha, Richa and Urmi will take the club forward and I wish them all the very best.



EDITORS AND CO-HEADS



Prisha Sharma



Arnav Deshmukh

HoD's



Dhruv Dangwal - Reporting



Aditya Kumar - Designing

REPORTERS

Dhwani Venkateshwaran
Nimisha Ranade
Urmi Taksal
Anjali Singh
Anannya Deo

DESIGNERS

Tanya Agrawal
Richa Banka
Kavya Varma
Varun Verma